

## ASX ANNOUNCEMENT

29 June 2016

### Strong Growth in Key Business Drivers

#### Highlights

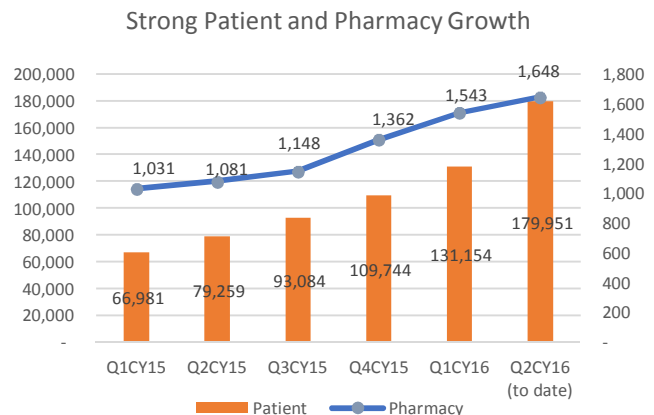
- Strong progress across key revenue drivers for the business:
  - Rapid acceleration in patient user growth, with approximately 180,000 patients now using the platform, a monthly growth rate of ~10% (vs. 6% in March Qtr.)
  - Substantial pharmacy network expansion, with over 1,600 pharmacies now in the network, encompassing over 30% of all of Australia's community pharmacies
  - The Company continues to grow its manufacturer client base for Patient Engagement Programs
- Patients now ordering over \$1 million worth of script refills each week through MedAdvisor pharmacies on our Tap-To-Refill script ordering function
- Increasing validation of the Company's value proposition to patients, their pharmacies and the broader health system

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication management company, is pleased to provide an update on its significant progress with regard to key revenue drivers for the business.

#### Strong Platform User Growth

The Company has experienced strong growth in the number of patients using its medication management platform, providing substantial user validation of the MedAdvisor platform.

With user numbers growing at ~10% per month, the Company now has approximately 180,000 patients on the platform, making it one of Australia's largest pharmacy related app platforms. Since the end of January 2016, patients per pharmacy have increased 35% from approximately 75, to reach 108 today.



The Company is focussed on increasing patient numbers through the deep engagement with pharmacies through its sales and marketing team.

#### Solid Growth in Pharmacy Network

The Company is driving substantial growth in its core pharmacy network with over 1,600 pharmacies now promoting the platform to their patients across Australia.

As a result, the MedAdvisor platform is currently connected to over 30% of Australia's community pharmacies, demonstrating significant market penetration.

### **Expansion of Pharmaceutical Partner Network**

The Company continues to strengthen its pharmaceutical industry partner network, to build its Patient Engagement Program (PEP) revenue stream. It has signed Novartis as a new client, GlaxoSmithKline renewed its contract for a further 12 months, and is in active discussions to provide services with other companies.

### **Continued Growth in Patient Engagement via Tap-To-Refill**

The platform's Tap-to-Refill function is now making over \$1 million worth of script refills each week, demonstrating strong and increasing user engagement with the platform. Refill value refers to the value of medications that users have ordered through the Company's platform.

Approximately 40% of the platform's user base now utilise the Tap-to-Refill function every month to order their medications. In total there has now been over \$60 million in medication value ordered through Tap-to-Refill since the launch of the function.

Additionally, the average number of scripts per Tap-To-Refill order remains steady at ~2 scripts per order.

### **Robert Read, CEO of MedAdvisor commented:**

"In recent months the Company has experienced significant growth across a number of key performance indicators that drive revenue, demonstrating the value of the MedAdvisor platform to patients, pharmacies, GPs and our pharmaceutical partners. We remain very optimistic that our growth strategy will continue to deliver strong results. Early feedback about our new product GP Link from GPs is positive and we look forward to having more data prior to our planned national launch in September."

**-ENDS-**

### **For more information**

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### **About MedAdvisor**

MedAdvisor is a world class medication management platform focused on addressing the gap and burden of medication adherence. Founded with a desire to simplify medication management, the highly automated and intuitive Australian software system connects patients to their local pharmacy, providing them with real time access to their personal medication records. Available free on mobile and internet devices, the platform also incorporates a variety of valuable and convenient features including reminders and pre-ordering of medications, which together improves adherence by approximately 20%.

Since launching in 2013, MedAdvisor has over 180,000 registered users and is connected with a third of pharmacies across Australia. With the recent GP software integration enabling patients to order script renewals remotely from their doctor; MedAdvisor continues to lead the way in delivering innovative patient centred health solutions.